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<p>(54) Title: METHOD AND APPARATUS FOR AUTOMATIC ELECTRONIC REPLACEMENT OF BILLBOARDS IN A VIDEO IMAGE</p>			
<p>(57) Abstract</p> <p>Apparatus for automatic electronic replacement of a billboard in a video image including a video camera for viewing the billboard in which the billboard comprises a specific chroma-key area and in which the apparatus comprises means to recognise the specific chroma-key area in a stadium and to replace the billboard electronically.</p>			